

SEAT No. _____

No. of Printed Pages: 02

[A-18]

SARDAR PATEL UNIVERSITY
B.B.A. (General) (V Semester) NC EXAMINATION (2010 Batch)
Tuesday, 21st November 2017
2.00 p.m. to 4.00 p.m.
ADVANCE MARKETING MANAGEMENT – I
(UM05EBBA06)

Maximum Marks: 60

Q.1 A Clarify the concept of Research Design and discuss in detail major types of Research Designs 10

Q.1 B Write a note on major components of MKIS. 05

OR

Q.1 What do we mean by term “Marketing Research”? Describe the process of marketing research in detail. 15

Q.2 What is Data Collection? Discuss in detail major sources of data collection. 15

OR

Q.2 What do we mean by sampling methods? Discuss the major non probability techniques in brief. 15

Q.3 A The sales of Nano car for first four months of the year for 3 cities of Gujarat has been given below: 10

	Cities of Gujarat			
Months	Ahmadabad	Surat	Rajkot	TOTAL
January	37	37	36	110
February	40	39	38	117
March	38	35	34	107
April	35	34	34	103
TOTAL	150	145	142	437

Is the difference in the sales in 3 cities of Gujarat significant? Identify the test and run the hypothesis. (Table value at 5% significance is 12.59)

Q.3 B Write a note on major types of reports. 05

OR

C.P.T.O.)

- Q.3 A** A car manufacturer administered a questionnaire to a group of potential buyers before and after ad campaign. This was aimed to measure the change in awareness about the various features of the product. Results of the survey are given below: **10**

Respondents	1	2	3	4	5	6	7	8	9	10
Awareness before ad campaign	70	68	52	90	81	55	55	46	36	42
Awareness after ad campaign	72	69	60	84	90	62	52	51	50	68

Has the campaign successful in increasing awareness? Apply Wilcoxon T test and run the hypothesis. (Table value is 10).

- Q.3 B** Write a note on Type I & Type II error. **05**

- Q.4** Write a note on the following (ANY THREE): **03×05 = 15**

- 1) Importance of Customer Database
- 2) Internet Marketing
- 3) TQM (Total Quality Management)
- 4) Relationship Marketing.
- 5) Brand Equity Measurement.

————— X —————